



BUV – Stirling University

Tasty Loop — Interactive Cooking Hobby Website

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11-7-2025

Contents

Section 1 – Concept & Target Users	2
General concept and core idea	2
Purpose of the website	2
Why this is a strong design concept.....	2
Intended audience.....	2
Section 2 – Design Development.....	1
User Story 1 – Minh Tran.....	1
User Story 2 – Lan Nguyen.....	1
Customer Journey Map	2
Break The Purposes Down Into Requirements	3
Functional Requirement	3
User Flows	4
Wireframe.....	6
High Fidelity Prototype	16
Section 3 – Usability Testing & Evaluation.....	27
Heuristic Evaluation	27
Usability Testing Plan.....	28
Section 4 – Group Activities & Co-Design	29
Usability Testing Results.....	29
Section 5 – Prototype & Resources Description	31
References:.....	33

Section 1 – Concept & Target Users

General concept and core idea

Tasty Loop is an interactive cooking website that replaces static, text-heavy recipes with responsive, intuitive experiences. Instead of scrolling through long stories and fixed ingredient lists, users work with dynamic recipe cards that scale portions in real time, show step cues, and just-in-time guidance through a built-in Cooking Toolbox. A signature feature, the Flavor Mixer lets people combine ingredients virtually to explore pairings and suggested dishes, turning curiosity into a playful pathway for learning.

Purpose of the website

The purpose of Tasty Loop is to make cooking approachable, enjoyable, and educational for hobbyists. It lowers the barrier to entry by guiding users visually and interactively rather than expecting them to interpret large amounts of information.

Why this is a strong design concept

By using interactive tools and multimedia, Tasty Loop keeps users engaged and supports learning by doing. The layout follows good web-design and UX principles such as clarity, consistency, and quick feedback. It works well on both phones and computers using Bootstrap 5. The concept is strong because it is user centered, the site addresses well-known pain points in existing cooking sites: cognitive overload, poor flow between steps, and limited support for improvisation.

Intended audience

Tasty Loop is aimed at adolescents, students, and young professionals or young families who treat cooking as a hobby or creative outlet rather than a professional craft. These users prefer quick comprehension, mobile-friendly layouts, and immediate feedback.

Vietnam's demographic and digital profile makes this audience both sizable and reachable: the median age is ~33 years, and internet user identities and social-media reach already cover most adults (DataReportal, 2024). Many have limited time, small kitchens, or tight budgets; they are motivated by convenience and exploration, not perfection.

The site also speaks to culturally curious users who enjoy learning the “why” behind ingredients and techniques, including a Vietnamese audience interested in global flavours and an international audience discovering Vietnamese and regional dishes. For a culturally curious segment—Vietnamese exploring global flavours and international users discovering Vietnamese dishes—the interface’s visual, mobile-native flow and quick feedback loops align with how Vietnamese discover food content online (Decision Lab, 2024).



Persona 1

Name: Minh Tran

Age: 20

Gender: Male

Occupation: Second-year university student (Data Science major)

Location: Hanoi, Vietnam

Income: Low to moderate (mainly student allowance or part-time work)

Living situation: Shares a small apartment with two friends near campus

Goal

- Cook quick, affordable meals after class without relying on expensive ingredients.
- Learn new recipes and improve cooking skills without needing complex methods.
- Explore foods from different cultures and discover creative flavour combinations.
- Find recipes that are simple, scalable, and suitable for a small kitchen and student budget.

Pain Points

- Complicated text-filled interface
- Advertisement on the website
- Complicated professional recipes with high budget
- Poor complicated navigation before reaching the actual recipe.

Behaviours

- Usually cooks after school or in the evening with roommates.
- Often access recipes through smartphone
- Loves trying out foreign culture recipes
- Enjoys experimenting with international dishes, especially Asian fusion or quick stir-fries.

Figure 1 Minh the Student



Behaviours

- Cook in the early morning and again after work
- Often access recipes through smartphone
- Enjoys trying out foreign culture recipes

Persona 2

Name: Lan Nguyen

Age: 30

Gender: Female

Occupation: Bank Clerk/Administrative Officer

Location: Hanoi, Vietnam

Income: Moderate Income

Living situation: Works fulltime and cooks for her family, especially for her daughter

Goal

- Cook healthy and nutritious meals for her family after work.
- Find recipes that are easy to follow and suitable for both adults and children.
- She wants to have convenient features such as timers, measurement tools..etc.

Pain Points

- Complicated websites filled with text and ads
- Recipes not suitable for children (alcohol, unhealthy recipes)
- Wrong and misleading website using wrong recipes

Figure 2 Lan The Family Mother

Section 2 – Design Development

User Story 1 – Minh Tran

Type of user (role)	Goal / Desire	So that I can	Motivation / Benefit
As a time-pressed student, I want to...	find quick 15–20 minute recipes filtered by time and cost	cook a simple meal after class without wasting time	save time and money while learning to cook
As a student cooking for one or two, I want to...	adjust portion sizes with a slider	make the right amount of food	reduce waste and avoid extra shopping
As a multi-tasking cook, I want to...	follow large, step-by-step recipe cards with an auto-advance timer	keep cooking without touching my device	cook safely and hands-free

User Story 2 – Lan Nguyen

Type of user (role)	Goal / Desire	So that I can	Motivation / Benefit
As a parent managing many tasks, I want to...	open a website with timer, converter, and substitutes	adapt recipes easily while cooking	stay organized and keep cooking smooth
As a flavour explorer, I want to...	mix ingredients in the and get suggested recipes	discover creative dishes with what I already have	learn new combinations and reduce food waste
As a home cook, I want to...	use a compact Recipe Card interface with big buttons and clear steps	follow recipes using one hand on my phone	cook more safely and conveniently while multitasking

Figure 3 User Story 2 Lan Nguyen

Customer Journey Map

TastyLoop Customer Journey Map					
Journey Steps	Discover TasteLoop	Explore Recipes	Choose Recipe	Cook with Toolbox	Reflect & Share
Goal	Find an easy, fun cooking website to make quick meals	Understand how TasteLoop works and explore meal ideas	Choose a recipe that fits time, budget, and kitchen space	Cook efficiently in a small space using step-by-step guidance	Feel proud and confident about cooking on his own
Actions	Finds TasteLoop through social media and clicks the homepage link	Browses recipe categories and tests the Flavor Mixer	Adjusts portion slider and checks ingredients	Uses the interactive recipe card with built-in timer and converter	Saves or shares the finished meal and rates it
Touchpoints	Homepage → About section	Homepage → Recipes → Search, Shuffle	Recipe card → Portion Button	Floating Toolbox → Timer, Converter, Substitutes	Recipe Card → Submit Rating
Feeling	 Curious and Exciting →  Engaged but unsure what to try →  Engaging with the recipe card discovering →  Focused and enjoying smooth flow →  Proud and satisfied				
Pain Points	Complicated friendly user-interface	Overwhelmed by options, complicated navigation	Needs confirmation after portion change	Timer stops when switching tabs, faulty functionality	No prompt to confirm review submission
Opportunities	Simplify the designs of the website	Simplify filters; add "Surprise Me" random option	Portion will change instantly no need for confirmation modal.	Keep Toolbox visible through all page and ensure functionality	Add confirmation and motivational "You nailed it!" message

Figure 4 Customer Journey Map

Break The Purposes Down Into Requirements

The Tasty Loop prototype follows User-Centred Design (UCD) principles—iterating from user needs to requirements, design solutions, and evaluations—to keep the interface intuitive and accessible (ISO 9241-210, 2019; Norman, 2013). Based on these frameworks and data from personas, we compiled the structured tables below to make design assets, page functions.

Primary Requirement	Secondary Requirement
Both users need easy navigation and quick access to recipes.	Lan wants integrated cooking tools such as timer, converter...etc.
Both users need to adjust portions based on their demands.	Both users want the site to be optimized for mobile use.
Both users need interactive simple recipes	Both Users expect a consistent layout and icons across all pages. Both want accessibility across devices and screen sizes.

Figure 5 Primary & Secondary Features

Functional Requirement

Function	Description
Interactive Recipe Cards	Users can view each recipe as a step-by-step interactive card so they can follow instructions easily while cooking without scrolling long text.
Portion Scaling	Users can adjust the serving size using a portion button so that ingredient quantities automatically update to match their needs.
Flavor Mixer	Users can select and mix ingredients virtually to discover suitable pairings and creative dish ideas.
Toolbox	Users can access Toolbox which includes integrated mini functions such as converter, timer, substitute, shopping list.
Concise Steps View	Users can toggle between detailed and concise recipe instructions for faster in-kitchen reference.
Recipe Search and Filter	Users can filter recipes by categories, country, using search and dropdown filters.

Figure 6 Required Function.

User Flows

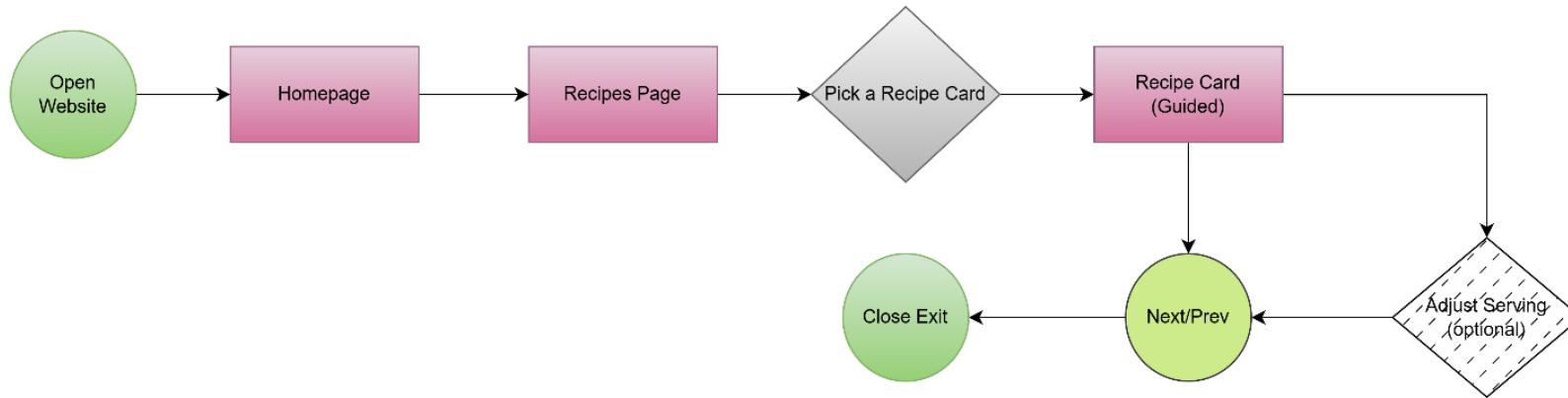


Figure 7 Recipes Card Interaction Flow

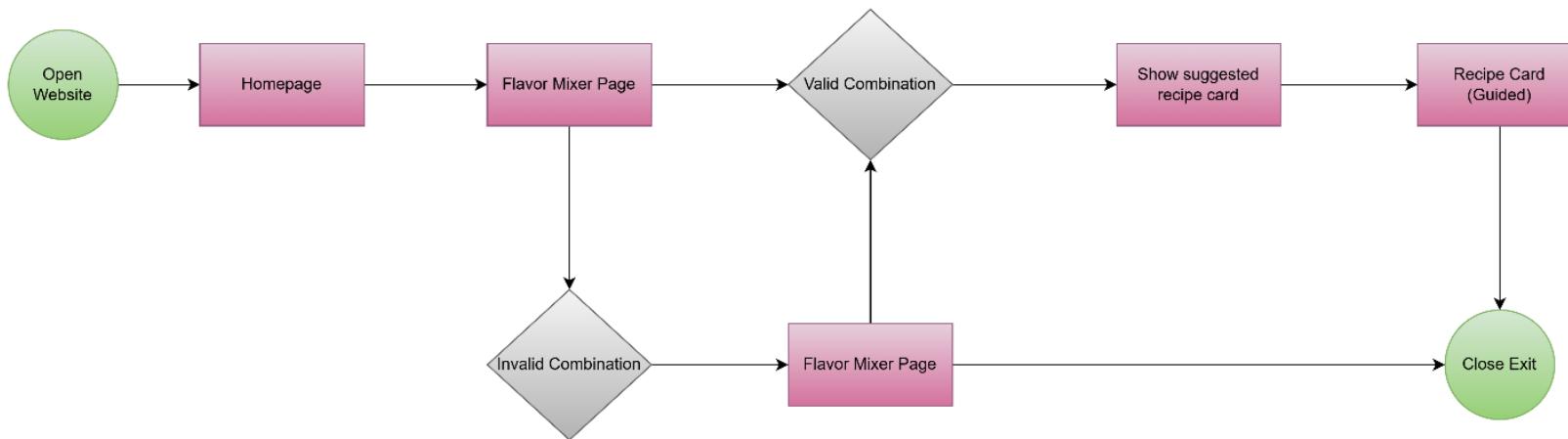


Figure 8 Flavor Mixer usage

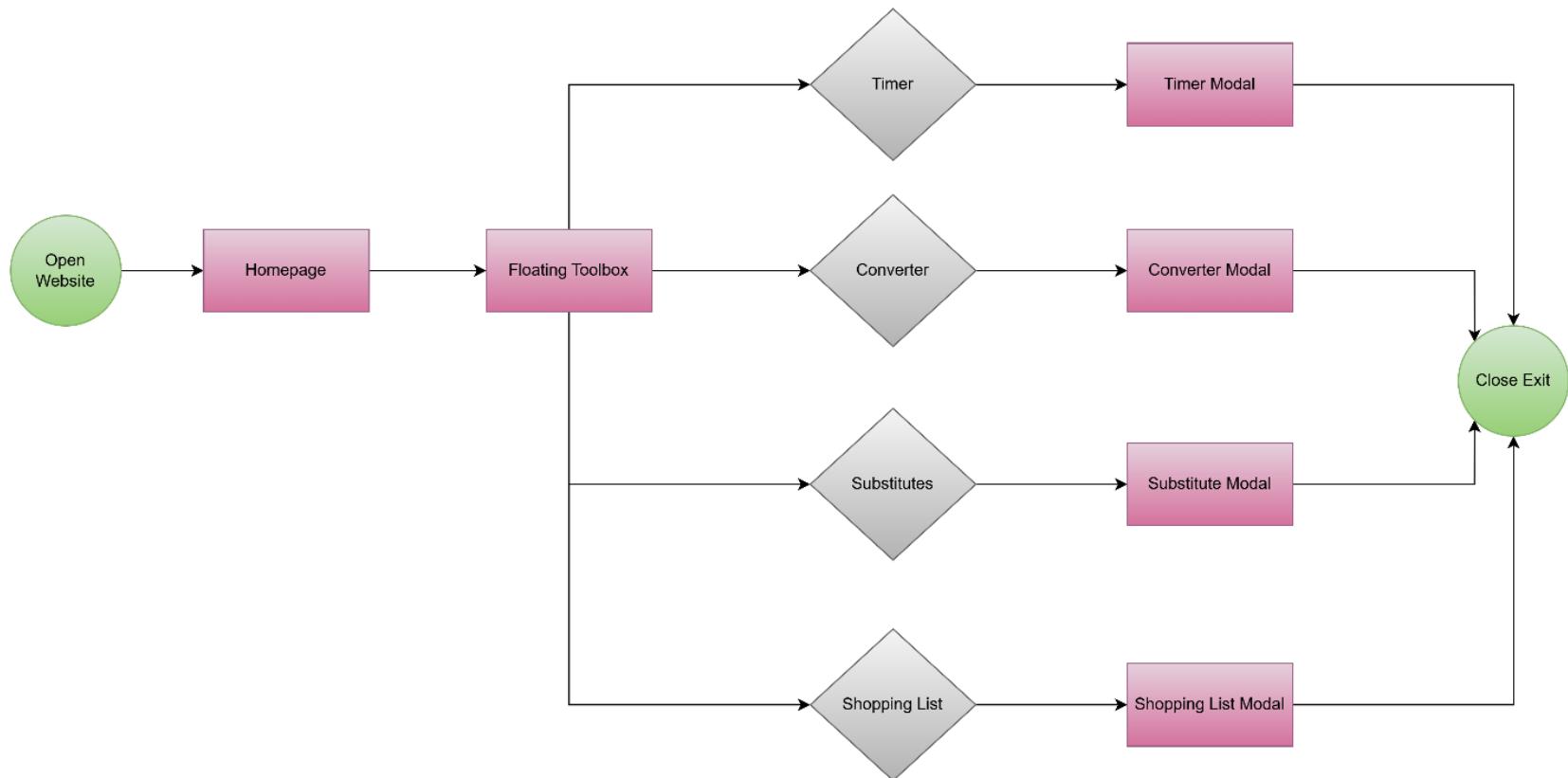


Figure 9 Toolbox Function

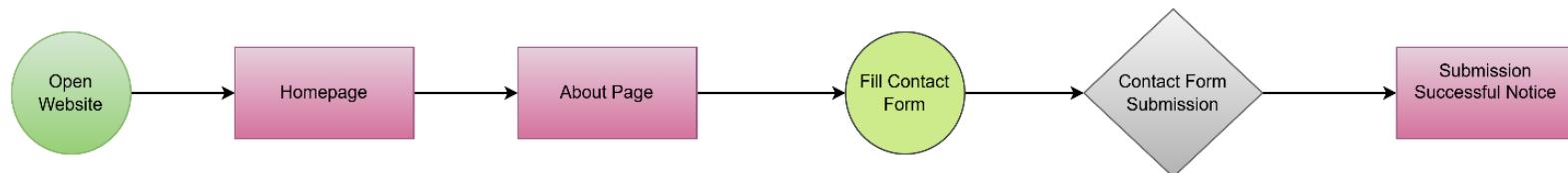


Figure 10 Contact Us Interaction

Wireframe

The low-fidelity wireframes for the Taste Loop website were created using the Figma design platform. A community wireframe kit titled "Webby Wireframe" was utilised as the foundational resource for developing both the low-fidelity and high-fidelity prototypes. The kit's modular components were adapted to define the website's structural layout, navigation hierarchy, and interaction flow prior to visual refinement. During this stage, the primary emphasis was placed on functionality, usability, and task clarity, rather than on detailed aesthetics or colour design.

Figma Community – Webby Wireframe: <https://www.figma.com/community/file/1221009141145444839>



Figure 11 Wireframing Kits (Figma)

TasteLoop

Home Recipes Learning FlavorMixer About

INTERACTIVE COOKING

Cook by Playing — Not by Scrolling

Flip through Polaroid stacks by category. Tap Start Cooking for guided steps. Or let fate decide with Surprise Me.

Explore Recipes Surprise Me

DISCOVER

Recipes by Category

Search X Shuffle

1-4 of 14 categories

Beef and Mustard Pie (United Kingdom, Beef) 1/8

15-minute chicken & halloumi burgers (United States, Chicken) 1/8

Ayam bakar (Malaysia, Dessert) 1/8

Kapsalon (Korea, Korean) 1/8

HELP CENTER

Frequently Asked Questions

Everything you need to know about TasteLoop's interactive cooking experience

- How does interactive cooking work?
- What is the Flavor Mixer?
- What tools are included in the Cooking Toolbox?
- Can I scale recipes for different serving sizes?
- What's in the Learning Hub?
- Why the wireframe aesthetic?
- Is TasteLoop mobile-friendly?
- Do I need to create an account?

GETTING STARTED

How TasteLoop Works

Three simple steps to transform your cooking experience from passive scrolling to active playing

STEP 1

Browse & Discover

Flip through recipe cards organized by category, country, or cuisine. Use the search to find specific dishes, or hit "Surprise Me" to let fate decide your next culinary adventure.

500+ Recipes | 45 Countries | Live Progress Tracking

STEP 2

Cook Interactively

Click any recipe to open guided step-by-step cards with live timers, animated progress bars, and automatic ingredient scaling. Navigate at your own pace with visual feedback.

STEP 3

Learn & Experiment

Explore the Flavor Mixer to discover ingredient pairings, use the Cooking Toolbox for conversions and substitutes, and take quizzes to deepen your culinary knowledge.

Flavor Mixer | Toolbox | Quizzes

Start Exploring Recipes **Visit Learning Hub**

Figure 12 Homepage



Transform cooking into a playful, hands-on experience with interactive recipes and smart tools.



EXPLORE

[Home](#)
[Browse Recipes](#)
[Flavor Mixer](#)
[Learning Hub](#)
[About Us](#)

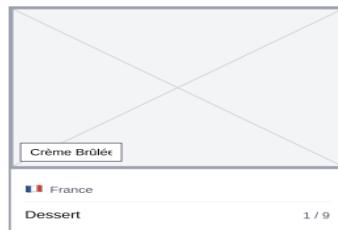
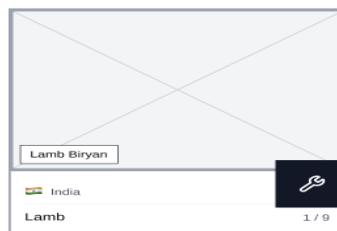
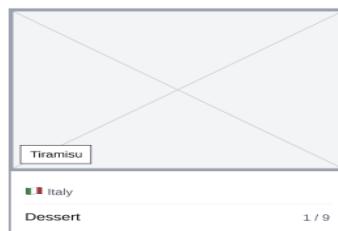
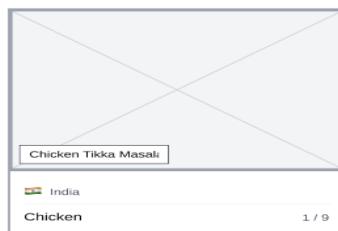
STAY UPDATED

Get weekly recipes and cooking tips delivered to your inbox.
 ✉
[Subscribe](#)

All Recipes

Search (coming soon)

Shuffle

1-4 of 8
categories

TasteLoop

Transform cooking into a playful, hands-on
experience with interactive recipes and smart tools.

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Figure 13 Recipe Page

LEARNING HUB

Discover Culinary Stories

Explore recipes from around the world and test your knowledge with interactive quizzes

 Search by dish name, country, or category...

Filter by Category

All Noodles Rice Street Food
Flatbread Pastry Poultry

Filter by Difficulty

All Easy Medium Hard

Filter by Country

All Thailand Japan Mexico Italy
France Spain China

8 recipes found



Pad Thai

 Thailand

Noodles

Medium

[Learn More](#)



Sushi

 Japan

Rice

Hard

[Learn More](#)



Tacos al Pastor

 Mexico

Street Food

Easy

[Learn More](#)



Pizza Margherita

 Italy

Flatbread

Medium

[Learn More](#)



Croissant

 France

Pastry

Hard

[Learn More](#)



Ramen

 Japan

Noodles

Hard

[Learn More](#)



Paella

 Spain

Rice

Medium

[Learn More](#)



Peking Duck

 China

Poultry

Hard

[Learn More](#)



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Your email 

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Figure 14 Learning Page

Flavor Mixer

Select ingredients to discover flavor pairings and recipe suggestions

Available Ingredients

Lemon (citr us)	Garlic (aromat ic)	Basil (he rb)	Tomato (vegetab le)	Chicken (protein)	Ginger (aromat ic)
Soy Sauce (condiment)	Honey (swe et)	Chili (spice)	Coconut Milk (dairy)	Cilantro (he rb)	Lime (citr us)
Onion (aromat ic)	Bell Pepper (vegetab le)	Cumin (spice)	Paprika (spice)	Oregano (he rb)	Thyme (he rb)
Rosemary (he rb)	Parsley (he rb)				



Start Mixing!

Select at least 2 ingredients to discover flavor pairings and recipe suggestions



Transform cooking into a playful, hands-on experience with interactive recipes and smart tools.



EXPLORE

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- Browse Recipes
- Flavor Mixer
- Learning Hub
- About Us

STAY UPDATED

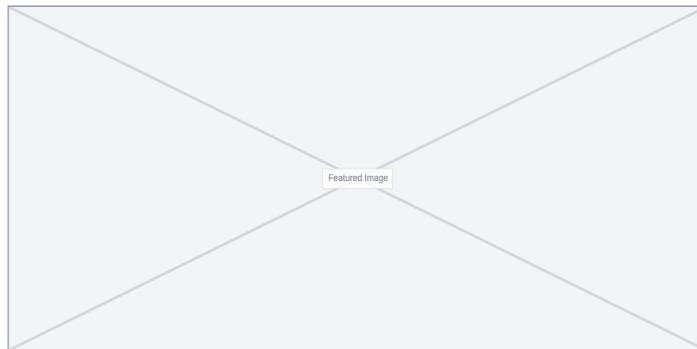
Get weekly recipes and cooking tips delivered to your inbox.

Subscribe

Figure 15 Flavor Mixer Page

Turning Cooking Into a Playful, Hands-On Experience

By TasteLoop Team | January 2025



Our Mission

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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What Makes TasteLoop Different

We've designed every feature to make your cooking journey more interactive, educational, and enjoyable.



Interactive Recipes

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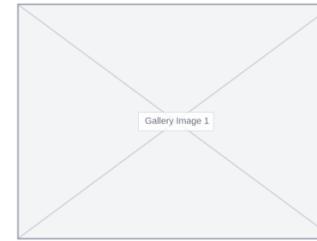
Learning Hub

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Flavor Mixer

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Gallery Image 1



Gallery Image 2

Our Vision



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Figure 16 About Page

[GET IN TOUCH](#)

Contact Us

Have questions, feedback, or suggestions? We'd love to hear from you.

NAME *

EMAIL *

SUBJECT *

MESSAGE *

✉️ Send Message

We'll respond within 24-48 hours

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TasteLoop

Transform cooking into a playful, hands-on experience with interactive recipes and smart tools.

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Figure 17 About Page 2

Unit Converter

CATEGORY

Volume Weight Temperature

FROM	TO
Enter value	0.00
<input type="text"/>	<input type="text"/>

Convert

QUICK REFERENCE

1 Cup = 240 ml	1 Tbsp = 15 ml
1 Tsp = 5 ml	1 Cup = 16 Tbsp

Multi-Timer

ADD NEW TIMER

Timer name (e.g., Boil Pasta)	
MINUTES	SECONDS
0	0

+ Add Timer

ACTIVE TIMERS
(0)

No timers yet. Add one above!

Figure 18 Converter & MultiTimer Function

Ingredient Substitutes

Search for an ingredient...

SELECT INGREDIENT

Butter (1 cup)
 Eggs (1 egg)
 Milk (1 cup)
 All-Purpose Flour (1 cup)
 Sugar (1 cup)
 Sour Cream (1 cup)

SUBSTITUTION TIPS

- Always adjust recipes when substituting - textures and flavors may vary
- When substituting liquids, consider the overall moisture in your recipe
- Baking is chemistry - test substitutions in small batches first
- Some substitutions work better for certain cooking methods

Shopping List

Progress

1 / 3 items

ADD NEW ITEM

Item name	Quantity	<input type="text"/>
-----------	----------	----------------------

+ Add Item

YOUR LIST

Clear Checked (1)

PRODUCE (1)
 Tomatoes 3

DAIRY (1)
 Milk 1 gallon

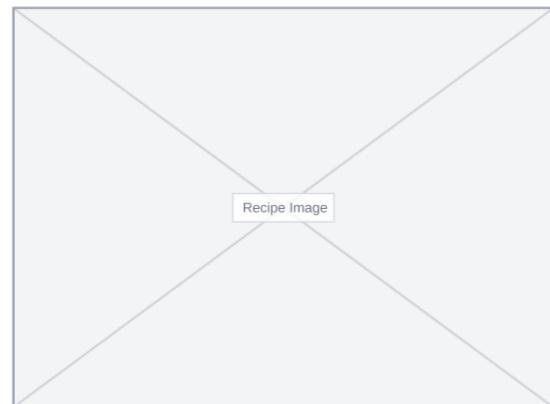
MEAT (1)
 Chicken-Breast 2 lbs

SHOPPING TIPS

- Check your pantry before shopping to avoid duplicates
- Shop the perimeter of the store for fresh ingredients
- Buy seasonal produce for better prices and quality

Figure 19 Substitutes & Shopping list Function

Baingan Bharta



Guided Steps

1/8

 Concise

Rinse the baingan (eggplant or aubergine) in water.

[← Prev](#)[Restart](#)[Next →](#)

India

Vegetarian

Servings

[-](#) **2** [+](#) [Reset](#)

Scaled x1.00 from base 2 servings

Ingredients

- Aubergine — 1 large
- Tomatoes — 1 cup
- Green Chilli — 1
- Oil — 1 1/2 tablespoon
- salt — as required
- Onion — 1/2 cup
- Garlic — 6 cloves
- Red Chilli Powder — 1/4 teaspoon
- Coriander Leaves — 1 tablespoon chopped

Data: TheMealDB

All Steps

- 1 Rinse the baingan (eggplant or aubergine) in water....
- 2 Pat dry the baingan and apply some oil all over....
- 3 Roast the baingan on an open flame till it gets charred....
- 4 Once cooled, peel the charred skin and mash the eggplant....
- 5 Heat oil in a pan and add chopped onions....
- 6 Sauté until onions turn golden

RATE THIS RECIPE

Your Rating:

Share your experience with this recipe...

[Submit Review](#)[Close](#)

Figure 20 Recipe Card

Sushi

Recipe Image

About This Dish
Vinegared rice combined with various ingredients, most commonly raw fish. Requires precision and years of practice to master.

Historical Background
Sushi originated from an ancient preservation method called narezushi, where fish was fermented with rice. Modern sushi (nigiri-zushi) was invented in Tokyo (then Edo) in the early 19th century by Hanaya Yohei as fast food for busy workers. The practice of using fresh fish instead of fermented fish, combined with vinegared rice, revolutionized the dish. Post-WWII, sushi evolved further with the introduction of the California roll in the 1960s, which helped popularize sushi in the Western world.

Cooking Difficulty
Difficulty Level: **Hard** Time Required: Years to master; 1-2 hours per session for beginners
Skill Level: Advanced; professional training recommended
Main Challenges:

- Perfect rice consistency and temperature
- Knife skills for fish cutting
- Fish quality and freshness assessment
- Hand-forming technique
- Understanding of fish anatomy

Techniques Required
Rice preparation, Knife skills (sashimi cuts), Hand-forming nigiri, Rolling technique (maki), Fish butchering, Wasabi preparation

Fun Fact
Traditional sushi chefs train for 10+ years. The first 2-3 years are often spent just learning to make perfect rice.

Test Your Knowledge
Take a 3-question quiz about Sushi
Start Quiz

Close

Figure 21 Learning Card

High Fidelity Prototype

 **Taste Loop**

INTERACTIVE COOKING

Cook by Playing — Not by Scrolling

Flip through Polaroid stacks by category. Tap *Start Cooking* for guided steps — or let fate decide with *Surprise Me*.

[Explore Recipes](#) [Surprise Me](#)



Flavor Loops • Drag, Mix, Cook

DISCOVER [Recipes by Category](#)

1–4 of 14 categories

Category	Image	Description	Flags
Beef		Beef and Oyster pie	British
Chicken		Chicken & mushroom Hotpot	British
Dessert		Blueberry & lemon friands	Australian
Lamb		Lamb Tzatziki Burgers	Greek

[Search recipes by name](#) [Search](#) [Shuffle](#)



Figure 22 Homepage.



GETTING STARTED

How TasteLoop Works

Three simple steps to transform cooking from passive scrolling to active playing

 STEP 1

Browse & Discover

Flip through recipe cards by category and country. Use Surprise Me for your next culinary adventure.

500+ Recipes • 45 Countries

 STEP 2

Cook Interactively

Guided steps with timers and ingredient scaling. Navigate at your own pace.

Step-by-step guidance
Concise toggle for quick reading
Servings scaling + built-in timers

 STEP 3

Learn & Experiment

Use the Flavor Mixer to explore pairings and the Toolbox for conversions, substitutes, and timers.

Flavor Mixer Toolbox Quizzes

[Start Exploring Recipes](#)[Visit Learning Hub](#)

HELP CENTRE

Frequently Asked Questions

Everything you need to know about TasteLoop

How does interactive cooking work?



Open any recipe to get step-by-step guidance, progress tracking, timers, and servings scaling.

What is the Flavor Mixer?



Which tools are in the Cooking Toolbox?



Can I scale recipes for different serving sizes?



Is TasteLoop free?



Figure 23 Homepage 2

HELP CENTRE

Frequently Asked Questions

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Is TasteLoop free?



Do I need an account?

 Taste Loop

Transform cooking into a playful, hands-on experience with interactive recipes and smart tools.



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Figure 24 Homepage 3

All Recipes

1–14 of 14 categories

All categories

All areas

Clear

Search recipes by name...

Search

Shuffle

 Australian

Aussie Burgers

 British

Beef and Mustard Pie

 Kenyan

Mbuzi Choma (Roasted Goat)

 American

15-minute chicken & halloumi burgers

 Malaysian

Ayam Percik

 Italian

Chilli prawn linguine

 Italian

Fettuccine Alfredo

 Australian

Anzac biscuits

Figure 25 All Recipe Page

Beef Tacos



Mexican

Beef

25min

Servings

- 4 + Reset

Scaled x1.00 from base 2 servings

Ingredients

500g Ground Beef	2 tbsp Taco Seasoning
8 Taco Shells	2 cups Lettuce
2 Tomatoes	1 cup Cheddar Cheese
1/2 cup Sour Cream	1 Onion

Guided Steps

Concise

1/7

Heat a large skillet over medium-high heat. Add ground beef and cook until browned.

← Prev

Restart

Next →

All Steps

1. Heat a large skillet over medium-high heat. Add ground beef and cook until browned.
2. Drain excess fat, then add taco seasoning and 1/4 cup water. Simmer for 5 minutes.
3. While beef cooks, chop lettuce, dice tomatoes and onions, and shred cheese.
4. Warm taco shells according to package directions.
5. Fill each shell with beef, then top with lettuce, tomatoes, cheese, onions.
6. Add a dollop of sour cream on top.
7. Serve immediately with lime wedges and hot sauce if desired.

Close

Figure 26 Recipe Modal

Discover Culinary Stories

Explore recipes from around the world and test your knowledge with interactive quizzes

 Search by dish name, country, or category...

Filter by Category

All Beef Chicken Dessert Lamb
Miscellaneous Pasta Pork Seafood Side

Filter by Difficulty

All Easy Medium Hard

Filter by Country

All American Australian British Canadian
Chinese Croatian Dutch Egyptian Filipino

24 lessons



 Dutch

Kapsalon

Lamb

Medium



 Tunisian

Keleya Zaara

Lamb

Medium



 Greek

Lamb and Lemon Souvlaki

Lamb

Medium



Figure 27 Learning Page 1

Pad Thai

 Chicken  Thai  Medium



About This Dish

Soak rice noodles in warm water for 30 minutes, then drain. Cut chicken into bite-sized pieces and season with salt and pepper....

Historical Background

A beloved dish from Thai.

Origin

Typically prepared in Thai and categorized as Chicken.

Cooking Difficulty & Details

Difficulty: Medium

Prep Time: 40 min

Cook Time: 15 min

Servings: 3

Techniques Required

 Noodles  Chicken  Thai

Fun Fact

Fun fact: This dish is categorized as Chicken.



Test Your Knowledge

Take a 3-question quiz about this dish

[Start Quiz](#)

[View Recipe](#)

Figure 28 Learning Modal



FLAVOR EXPLORATION

Flavor Mixer

Select ingredients to discover flavor pairings and recipe suggestions.

Search ingredients...

Available Ingredients

Almond Basil Beans Beef Bell Pepper Broccoli Butter Cabbage Cardamom Carrot Cheese Chicken Chickpea Chili Chocolate Cilantro Cinnamon
Coconut Milk Coriander Corn Couscous Cumin Dates Egg Eggplant Feta Flour Garlic Ginger Halloumi Harissa Honey Kale Lemon Lentils Lime
Milk Mint Mushroom Nutmeg Olive Oil Onion Oregano Paprika Parsley Pasta Peanut Pomegranate Pork Potato Rice Rosemary Saffron Salmon
Sesame Shrimp Soy Sauce Spinach Sugar Tahini Thyme Tomato Tuna Turmeric Vanilla Vinegar Yogurt Zucchini



Start Mixing!

Select at least 1 ingredient to discover flavor pairings and recipe suggestions.

Your Selection

No ingredients chosen.

Suggested Pairings

Suggestions will appear here.



Figure 29 Flavor Mixer Page



Our Mission

We believe learning to cook should feel like play. Taste Loop blends interactive recipes with smart, built-in tools so you can focus on flavor, not friction. Our mission is to demystify cooking through guidance you can trust, delightful design you want to use every day, and features that remove the small roadblocks — timers, conversions, substitutes, and shopping lists — that slow you down. We're here to help beginners build confidence and seasoned cooks stay in the zone.



Figure 30 About Page 1

What Makes TasteLoop Different

Interactive Recipes

Guided steps with progress and servings scaling.

Learning Hub

Short, focused lessons with optional quizzes.

Flavor Mixer

Discover ingredient pairings and cook confidently.

Latest Articles



Knife Skills 101

Learn the core cuts — dice, julienne, chiffonade — and when to use them for better texture and faster prep.

[Read](#)

Building Pan Sauces

Deglaze, reduce, finish with butter — simple rules that turn weeknight pans into memorable meals.

[Read](#)

A Friendly Guide to Spices

Get to know cumin, coriander, cardamom, and friends — plus how to toast and bloom them for maximum flavor.

[Read](#)

Our Vision

We're building a playful, inclusive cooking platform that turns curiosity into delicious results. Our vision is a kitchen companion that adapts to you: it explains steps simply, scales servings instantly, suggests flavor pairings you'll love, and celebrates what you create. Whether you're exploring global cuisines, learning techniques, or cooking for friends, Taste Loop aims to be the most approachable, uplifting way to cook better — every single day.

We will continue expanding our learning library, deepening our recipe guidance, and evolving smart tools that fit into your real life. Cooking should never feel intimidating; with the right guidance and a playful mindset, it becomes creative, social, and rewarding.

Figure 31 About Page 2

Built-in Kitchen Tools

Converter

Volume, weight, and temperature (incl. Kelvin) with quick refs.

Multi-Timer

Create multiple timers with an alert when they're done.

Substitutes

Handy alternatives and tips for common pantry items.

Shopping List

Track items, quantities, and progress right in the app.

Contact Us

Name

Email

Subject

Message

Taste Loop

Transform cooking into a playful, hands-on experience with interactive recipes and smart tools.



Explore

- [Browse Recipes](#)
- [Flavor Mixer](#)
- [Learning Hub](#)
- [About Us](#)

Stay Updated

Figure 32 About Page 3

Section 3 – Usability Testing & Evaluation

Heuristic Evaluation

The heuristic evaluation followed the classic framework developed by Jakob Nielsen and Rolf Molich (1990). These heuristics serve as a diagnostic lens for assessing user interfaces early in development to reveal problems before formal usability testing (Nielsen, 1994). Hence, a heuristic review was conducted with five evaluators (UX lecturer, front-end developer, UI/UX designer, culinary specialist, and

Evaluation Criteria	Marks	Problem Identified	Name / Role
1. Match system to the real world	Good	The naming and categorization of recipes are intuitive and relatable, using real cooking terms that align with user expectations.	Minh Nam Tien – UX Design Specialist
2. Consistency & standards	Need attention	Some buttons and icons are inconsistent across pages (e.g., “Start” button color and style does not match with Floating Toolbox).	Minh Nam Tien – UX Design Specialist
3. Visibility of system status & feedback	Need attention	Missing loading indicators when switching recipe categories; users might not know if the system is processing.	Le Minh Hieu – UI/UX Designer
4. Error prevention	Need attention	No confirmation message before resetting the Portion Scaler or exiting the Flavor Mixer; users can lose data accidentally.	Le Minh Hieu – UI/UX Designer
5. User sense of control & freedom	Need attention	Lack of undo/redo options in the Flavor Mixer and no clear way to go back in recipe steps once started.	Tran Hoang Cuong - Culinary Specialist
6. Aesthetic / minimal design	Good		Pham Thi Huong – Cooking Blogger / Content Creator
7. Recognition rather than recall	Good		
8. Help users with errors & recovery	Need attention	No clear error message appears when invalid ingredient combinations are made in the Flavor Mixer; should display contextual hints.	Tran Hoang Cuong - Culinary Specialist
9. Flexibility / efficiency of use	Need attention	Not very much flexible for smart phone use even though most users wants this optimization	Tran Quoc Bao – Front-End Developer
10. Help & documentation	Good		Tran Hoang Cuong - Culinary Specialist

Figure 33 Heuristic Testing

Usability Testing Plan.

The usability testing plan was designed to evaluate the functionality, intuitiveness, and overall user experience of the TasteLoop prototype. Each task in the plan reflects a core interaction within the system, aligned with the website's main features such as recipe browsing, ingredient pairing, and interactive tool use. The testing scenarios were created to simulate real user behaviour, focusing on how easily participants could complete essential cooking-related actions without guidance.

Task	Scenario
Explore the homepage, Recipes Page and recipe stacks	Users land on the homepage, browse the interactive Recipe Cards, and navigate through the arrow buttons to explore different meals.
Recipes Card Interaction	Users use the step-by-step recipe card modal and mark steps as completed. Users try the post review, portion scale functions and report on intuitiveness.
Use the Flavor Mixer Function	Users open the Flavor Mixer Page, combine ingredients or cuisines, and discover matching recipe suggestions.
Use the Toolbox and use integrated function: Timer, Substitute, Shopping List, Converter.	Users open the Converter or Scaler tool from the Orb Toolbox to adjust ingredient quantities or convert units (grams ↔ cups, etc.).
Navigate between pages (Home → Recipes → About)	Users test navigation using the navbar to ensure consistency and comprehension of the site's structure.
Review The About Page	Users navigate to the about page and report on the intuitive experience + aesthetics impact of the design. User also use the contact form and report on the function operation.
Learning Page Interactions	Users go to the learning page, choose a dish of interest and click learn more. The user will interact with the learning card and do the quiz.

Figure 34 Usability Test Instruction

Section 4 – Group Activities & Co-Design

Only high-fidelity usability testing was conducted in class with the participation of fellow classmates. The activity focused on evaluating the TasteLoop prototype's functionality, interface consistency, and interactive tools using task-based testing.

Usability Testing Results.

Aditiya Singh - 30066827					
Task	Completion (Yes/No)	Time (seconds)	Error (Amount)	Satisfaction (1–5)	Comments / Observations (Bullet Points)
Explore the homepage, Recipes Page and recipe stacks	Yes	15	1	5	Intuitive layout, easy to follow
Recipes Card Interaction	Yes	40	5	5	Great attention to detail, many useful functions such as summarizing part of the recipe and serving size configuration, the card pop up for this function could be bigger so it is a bit more readable
Use the Flavor Mixer Function	Yes	20	2	4	Good feature, however some ingredients cannot be found yet
Use the Toolbox and use integrated function: Timer, Substitute, Shopping List, Converter.	Yes	50	4	4	Toolbox icon was slightly difficult to find, for the timer we should be able to see it even if the window is closed. Conversion and shopping list feature are perfect
Navigate between pages (Home → Recipes → About)	Yes	30	1	5	Simple navigation, easy point and click format.
Learning page Interactions	Yes	20	1	5	All the function works fine but there were not enough content for the prototype testing.

Figure 35 User Testing 1

Cuong Hoang Tran -30065980					
Task	Completion (Yes/No)	Time (seconds)	Error (Amount)	Satisfaction (1–5)	Comments / Observations (Bullet Points)
Explore the homepage, Recipes Page and recipe stacks	Yes	10	1	5	Intuitive layout, easy to follow
Recipes Card Interaction	Yes	20	5	3	Works like a charm!!
Use the Flavor Mixer Function	Yes	5	2	3	It works but it is a bit dull. Neutral opinion about this.
Use the Toolbox and use integrated function: Timer, Substitute, Shopping List, Converter.	Yes	50	4	3	It works. The design are dull. The function works and it is quite convenient.
Navigate between pages (Home → Recipes → About)	Yes	30	1	3	Just an about page, not a lot to say. Not a lot too say, although the design is very aesthetic.
Learning page Interactions	No	30	2	3	I did not test it because there was not enough content.

Figure 36 User testing 2

Ngo An Hieu - 30064798					
Task	Completion (Yes/No)	Time (seconds)	Error (Amount)	Satisfaction (1–5)	Comments / Observations (Bullet Points)
Explore the homepage, Recipes Page and recipe stacks	Yes	10	1	5	Intuitive layout, easy to follow
Recipes Card Interaction	Yes	20	5	3	Portion scale discovered in 5; concise steps helpful; step text a bit small on mobile
Use the Flavor Mixer Function	Yes	5	2	3	Not very impressed with this page. It is just like any other page.
Use the Toolbox and use integrated function:	Yes	50	4	3	Just basic function not very impressive. It works.

Timer, Substitute, Shopping List, Converter.					
Navigate between pages (Home → Recipes → About)	Yes	30	1	3	Beautiful design for the page. Not very interactive though.
Learning page Interactions	Yes	20	0	5	Love this page, especially the fact that you can learn about other cultures.

Figure 37 User testing 3

Summary of Findings:

Overall, the participant successfully completed all tasks with high satisfaction scores (average = 4.7/5). The homepage and recipe browsing functions were praised for clarity and ease of use, demonstrating that the layout and navigation align well with heuristic principles of visibility and consistency. Minor issues were noted regarding card readability and ingredient database coverage. These findings informed small design adjustments, such as enlarging the modal window and improving ingredient variety for the Flavor Mixer.

Section 5 – Prototype & Resources Description

The Tasty Loop prototype integrates several trusted external resources and libraries to ensure responsiveness, high visual quality, and diverse imagery throughout the website.

- **Bootstrap 5.3.3** — Used as the primary front-end framework, providing responsive grid utilities and layout consistency across desktop and mobile devices.
- **Font Awesome 6.5.0** — Integrated for scalable vector icons, including navigation symbols and social media logos in the footer, enhancing recognisability and accessibility.
- **Pixabay (pixabay.com/images/search/recipes/)** — Supplies free, high-resolution recipe and food imagery under the Pixabay License.
- **Pexels (pexels.com/search/food/)** — Provides free stock photos of meals and ingredients used for recipe previews.
- **Unsplash (unsplash.com/s/photos/recipe)** — Offers open-licensed, high-quality food photography to enrich visual presentation.
- **Country Flags Repository (github.com/hampusborgos/country-flags)** — Supplies SVG flag assets used in the TasteLoop interface to represent meal origins accurately.

Folder / File Path	Description
<code>index.html</code>	<ul style="list-style-type: none"> • Homepage introducing TasteLoop concept; • Navigation to all pages (Recipes, Flavor Mixer, Learning, About).
<code>recipes.html</code>	<ul style="list-style-type: none"> • Recipe browsing page with search and filters; • Interactive recipe cards with country flags; Modal with portion scaling and cooking steps; • Shopping list and ingredient substitution features.
<code>flavormixer.html</code>	<ul style="list-style-type: none"> • Ingredient/cuisine combination tool; • Suggests compatible ingredients and recipes; • Encourages cooking creativity and exploration.
<code>learning.html</code>	<ul style="list-style-type: none"> • Cooking tutorials and skill lessons; • Filter by category, difficulty, and country; Interactive quizzes with scoring; • Modal showing dish history, techniques, and fun facts.
<code>about.html</code>	<ul style="list-style-type: none"> • TasteLoop mission and team information; • Contact form and social media links; • Company background and values.
<code>styles.css</code>	<ul style="list-style-type: none"> • Main stylesheet for entire site; • Green-and-white color scheme; • Responsive design for desktop and mobile; • Custom styles for cards, buttons, modals.
<code>script.js</code>	<ul style="list-style-type: none"> • Core site-wide functionality; • Recipe modal with servings scaling; • Shopping list, timer, unit converter; • Rating system and newsletter validation.
<code>data.js</code>	<ul style="list-style-type: none"> • Contains 19 recipes in RECIPES_DATA array;

	<ul style="list-style-type: none"> • Learning tutorials in LEARNING_DATA; • Ingredient substitutes and country flags data; • Helper functions for data access.
learning.js	<ul style="list-style-type: none"> • Learning page functionality; • Quiz system with 3 questions and scoring; • Filter and display learning cards; • Modal integration with recipe details.
assets/	<ul style="list-style-type: none"> • All images and media files — • about/: 6 images for About page; • flags/: SVG country flags (28+ countries); • recipes/: 19 recipe images; • logo.png: TasteLoop logo (44x44px); • toolbox-white.svg: Floating toolbox button icon.

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